



**BOYS & GIRLS CLUBS
OF SANTA MONICA**

Boys & Girls Clubs of Santa Monica Strategic Plan

July 2023– June 2026

Elevate Services & Experiences for Kids

Goal 1: Demonstrate Boys & Girls Clubs of Santa Monica's reach, engagement, and services to kids and our community. Serve more kids through growth, expansion of programs, and the exploration of new opportunities.

Goal 2: Strengthen Boys & Girls Clubs of Santa Monica's brand across all sites through elevated branding and intentional community engagement.

Goal 3: Deepen and expand partnerships to enhance the Club experience.

Financial Sustainability

Goal 1: Enhance financial support and administration to support programming efforts, maximize development efforts, and enhance strategic decision-making for leadership and governance.

Goal 2: Enhance internal practices related to government grant funding sources.

Goal 3: Meet or exceed philanthropic goals across revenue types.

Goal 4: Align standalone Club operational costs to enhance annual sponsorship and naming levels.

Goal 5: Increase the visibility of the Boys & Girls Clubs of Santa Monica through enhancements to our brand, communications, and public relations strategies.

Goal 6: Evaluate all priority vendors and business relationships to maximize service delivery's impact and align philanthropic support expectations.

Align Our Team & Create Culture of Performance

Goal 1: Create and maintain a work environment that promotes employee engagement, career development, values, and recognition of talent across the organization.

Goal 2: Develop and implement an annual strategy for the Board of Governors to increase their awareness of our mission delivery and strengthen organizational performance.

Be the Best Club in the Nation

Goal 1: Lead the nation in all National Youth Outcomes Initiative categories and increase program quality across Club sites.

Goal 2: Embrace a data-first culture through organizational assessment, planning, and decision-making process documentation and implementation.

